

Student Affairs Communications Graduate Assistant

Job Description:

**This position is dependent on funding that is only available in the 2022/23 Academic Year.
\$21.21/hr for the remainder of the Fall Term
Graduate Assistantship SPRING only**

The Strategic Initiatives and Operations team is looking for a student in a graduate level program to fill a Student Affairs Communication Graduate position. The Student Affairs (SA) Communications Graduate Assistant will coordinate, create, review, and distribute NAU communication playbook. The Communication Playbook will include the creation of a communication strategy, content, and email journeys via the Salesforce Marketing Cloud application. The SA Communications Graduate Assistant, advanced will be an active member of the SASI team at NAU.

Duties and Responsibilities:

- Utilize Salesforce Marketing Cloud to develop email content and journey structure to fulfill divisional messaging needs.
- Work independently or collaborate with the Communications Manager to develop, coordinate, and implement communication strategy based on best practices, student input, analytical data, and divisional needs.
- Coordinate with departmental stakeholders to identify and develop creative communication projects.
- Review submitted content and promotional materials for Student Affairs departments to ensure adherence to University Marketing branding and editorial style guidelines.
- Review drafts of student communications to ensure adherence to the student voice.
- Draft student-focused communication materials, including NAUgo notifications, text messages, and social media captions.
- Gather original visual photo content and organize assets from University Marketing databases.
- Assist the communications team with social media and video projects as needed.
- Collaborate with, train, evaluate, and/or supervise other student employees on the communications team.
- Interact with external departments, divisions, faculty/staff, students, and community members to represent the university when necessary.
- Develop and share presentations on communication topics to university stakeholders.
- Other relevant duties as assigned

Minimum Qualifications:

- Must be an active NAU student (i.e. enrolled in classes and degree-seeking) enrolled in a masters graduate program
- 2-3+ years of professional experience in the communication field.
- Excellent understanding of communication strategy and best practices.
- Ability to understand and interpret analytical data from email engagement.
- Excellent written and verbal communication skills.
- Solid organizational skills, including attention to detail.
- Strong working knowledge of Microsoft Office.
- Ability to communicate professionally and demonstrated professional demeanor in the work place environment.
- Ability to work to deadlines and complete work assignments on time.
- Strong leadership skills and the ability to work independently.
- Time management skills: must manage various tasks assigned to ensure the desired due date is met.
- Demonstrate the ability to manage multiple priorities at once.

Preferred Qualifications:

- Preferred programs include, but are not limited to
 - Communication Studies, Master of Art
 - Creative Writing, Master of Fine Arts
 - English – Professional Writing, Master
 - Business Administration, Master of Business Administration
 - Career and Technical Education, Master of Education
 - Counseling – Student Affairs, Master of Education
 - Educational Leadership – Community College/Higher Education, Master of Education
- Familiarity with Salesforce Marketing Cloud or similar email marketing platforms.
- Experience in interpreting quantitative data to draw conclusions on messaging efficacy.
- Experience with or interest in learning social media, video, and/or graphic design skills and best practices.
- Ability to work on multiple projects simultaneously.
- Experience working with diverse audiences across a variety of mediums.
- Ability to effectively communicate, receive feedback and implement edits.
- Ability to work effectively with people from a variety of culturally diverse backgrounds.
- Strong organizational skills.
- Strong typography skills.

Benefits:

- 100% tuition remission*
- A waiver of the student health insurance premium
- A stipend for the Spring term of \$7,000

Terms of Employment

Enrollment: Employment is contingent upon admission to the Graduate College and acceptance into a graduate program at NAU. According to the Graduate College “To be awarded a graduate assistantship, students must be full-time, graduate degree-seeking students, with a GPA of 3.0 or higher. Students that are conditionally admitted to a graduate program due to a GPA below 3.0 upon admission are not eligible to receive a graduate assistantship.” (<https://nau.edu/graduate-college/graduate-assistantships-tuition-waivers/>).

As a condition for retention in the role, the Graduate Assistant must remain in good academic standing, which includes the following: 1) maintaining a minimum semester and cumulative GPA of 3.00, 2) no grades of C or below, and 3) completion of a minimum of nine (9) credit hours in both Fall and Spring semesters which apply towards graduation.

Period of employment: Employment begins approximately two weeks prior to the start of the Fall semester and runs through the end of the Spring Semester of the same academic year. Graduate Assistants are off contract during specific dates of the Thanksgiving holiday, Winter Break, and Spring Break. All Graduate Assistants are hired under a provisional contract that carries a probationary period of one semester during which employment status will be reviewed.

Work Hours: This position is full-time, approximately 20-hours per week. Please note that there are some peak times where work hours may exceed 20-hours per week.

Remuneration: A stipend for the Spring term of \$7,000, full tuition remission, and paid health insurance. Please note that student fees and parking permits are not included.

How to Apply

Applications must be submitted via Handshake Position (position number coming soon)

Complete APPLICATION includes:

Cover Letter

Resume

1 page essay expressing your interest in this position

Application Deadline

Review of applicants will begin on November 9, 2022.

*Please note online campus students may be subject to enrollment limitations on full tuition remission due to the variable unit tuition structure- please refer specific questions to GATW@nau.edu

Equal Employment Opportunity Northern Arizona University is a committed Equal Opportunity/Affirmative Action Institution. Women, minorities, veterans and individuals with disabilities are encouraged to apply. NAU is responsive to the needs of dual career couples. EEO Law Poster NAU is an Employer of National Service. AmeriCorps, Peace Corps, and other National Service alumni are encouraged to apply.

Additional Information:

- All Student Employees are subject to the rules and regulations of the Student Employment Handbook and Student Affairs Student Worker Policies.
- You may be asked to provide a demonstration of required skills during the interview portion of this hiring process.